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FAMILY ECONOMICS REVIEW

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**Consumer and Food Economics Research Division, Agricultural Research Service,
UNITED STATES DEPARTMENT OF AGRICULTURE**

A quarterly report on current developments in family and food economics and economic aspects of home management, prepared for home demonstration agents and home economics specialists of the Agricultural Extension Service.

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CONSUMER PRACTICES IN HANDLING AND STORING COMMERCIALLY FROZEN FOODS

Problems of maintaining the quality of commercially frozen foods from the processor to the table of the consumer have been studied extensively in recent years. The Consumer and Food Economics Research Division has been investigating how much quality deterioration may be due to household practices--the last in the succession of handling practices that affect quality. Surveys were made in Baltimore, Maryland in the summer of 1959 and winter of 1960 and in Indianapolis, Indiana in the summer of 1960 and winter of 1961 to obtain information on consumer practices in handling and storage and their effect on frozen food quality.

Retail market to home

Very few of the frozen food users interviewed in the two cities reported that frozen food packages were specially wrapped in protective materials by grocery packers to prevent warming or partial thawing while being carried to the home. The time of exposure to room or outdoor temperatures between the retail display case and the home storage unit, however, was short: in Baltimore, a median of 30 minutes at both seasons; in Indianapolis, about 21 minutes in the summer survey and 36 minutes in the winter.

Household frozen food storage units

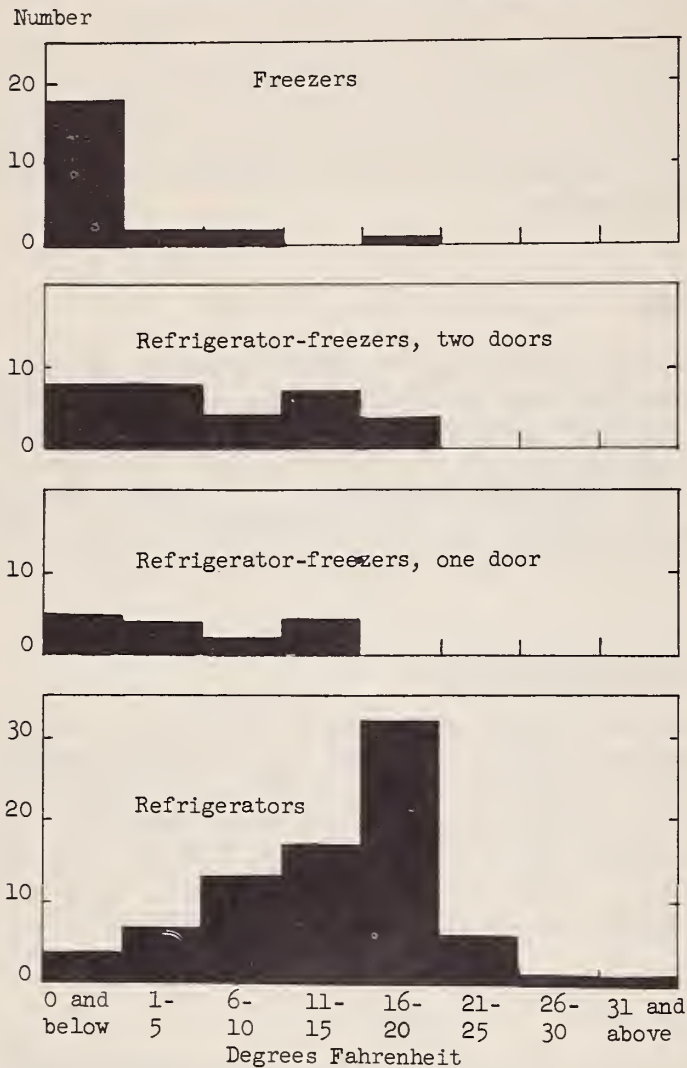
By far the greatest number of frozen food users in both cities--between 60 and 70 percent--stored frozen foods in the ice cube compartment of a conventional refrigerator. Only about 5 percent of the Baltimore families and 10 percent of those in Indianapolis had separate freezers. About one-fourth of the families had combination refrigerator-freezers. In the Baltimore surveys most of these were the single-exterior-door type; in Indianapolis most of them had separate doors for the ice cube and frozen food compartments.

Storage temperature

Temperatures varied widely for each type of frozen food storage unit in use. The range for the winter survey in Indianapolis is illustrated in chart 1 on page 4. As would be expected, relatively few of the refrigerator ice cube compartments registered temperatures in the lower levels of the range.

Frozen foods were being held at the recommended storage temperature of 0° F. or below in only about 14 percent of the households in Baltimore and 23 percent of those in Indianapolis. (See table.) More than one-third of the Indianapolis households but less than one-fourth of those in Baltimore were storing foods at 5° F. or below. Almost three-fourths of storage units in use in Indianapolis registered a temperature of 15° F. or below, as compared with about one-half of those in Baltimore.

Chart 1. TEMPERATURE OF FROZEN-FOOD STORAGE UNITS
IN INDIANAPOLIS, INDIANA HOUSEHOLDS



Winter survey

Length of storage

Purchased frozen foods were not held for long periods by most families: About 75 percent of those interviewed in Baltimore and 68 percent in Indianapolis reported a storage time of 1 week or less for the frozen food used during the survey week which had been held longest. A storage period of more than 1 week but not more than 2 weeks was reported by the next

Temperature in frozen food storage units in Baltimore and Indianapolis households

City and season	Households reporting	Households storing frozen foods at--					
		0° F. and below	5° F. and below	10° F. and below	15° F. and below	20° F. and below	All temperatures
	Number	Percent	Percent	Percent	Percent	Percent	Percent
Baltimore:							
Summer	125	13.6	24.0	44.8	50.4	73.6	100.0
Winter	141	14.2	19.9	32.7	48.3	78.8	100.0
Indianapolis:							
Summer	139	23.7	36.6	63.2	71.1	89.8	100.0
Winter	150	23.3	37.3	51.3	70.0	94.7	100.0

largest percentage of families in both cities. Relatively few households in either city had held foods longer than 2 weeks, and most of these had storage units with temperatures in the lower levels of the range.

Evaluation of consumer practices

Various time-temperature combinations which cause an equivalent degree of change in original high quality have been determined for selected frozen foods by the Western Regional Research Laboratory of the Agricultural Research Service. For most of the foods studied, the approximate average time intervals producing an essentially equivalent, discernible change in color, flavor, or texture at specified storage temperatures are as follows: 1/

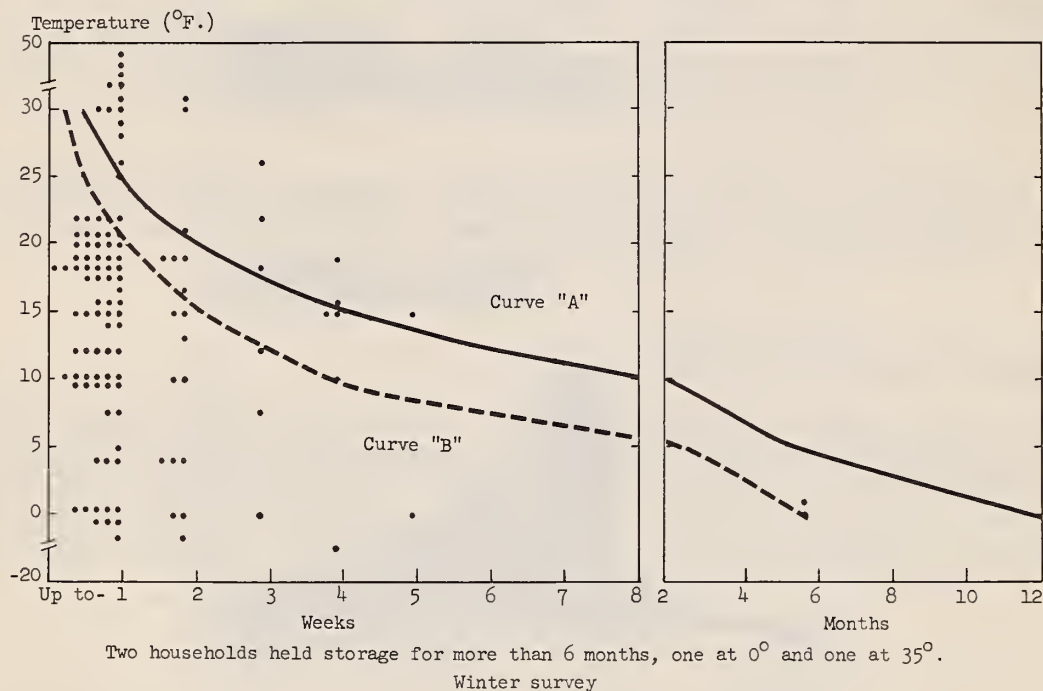
<u>Time</u>	<u>Temperature (°F.)</u>
1 year	0
5 months	5
2 months	10
1 month	15
2 weeks	20
1 week	25
3 days	30

The time interval at a given temperature has been referred to as the "high quality life" of a frozen food stored at that temperature.

1/ Guadagni, D. G. "Integrated Time-Temperature Experience as it Relates to Frozen Food Quality." American Society of Heating, Refrigerating and Air-Conditioning Engineers Journal. April 1961.

Household storage times and temperatures were compared with the laboratory-determined time-temperature combinations bounding this "high quality life." The comparison for the winter survey in Baltimore is shown in chart 2. In the great majority of cases, frozen foods were held in these survey households for periods within the laboratory-determined time interval for original quality maintenance at a given temperature. Findings were similar in other surveys.

Chart 2. TIME AND TEMPERATURE OF FROZEN FOOD STORAGE, BALTIMORE, MARYLAND HOUSEHOLDS COMPARED WITH QUALITY BOUNDARIES DERIVED FROM LABORATORY STUDIES



Each dot represents one household: The temperature plotted is the actual reading of the storage unit; the time is the length of home storage for the longest-held package of food used by that household during the survey week.

Each dot above Curve "A" represents 1 household exceeding time-temperature combination for original quality maintenance.

Each dot above Curve "B" represents 1 household exceeding time-temperature combination for quality maintenance if only one-half of original quality remained at the time of purchase.

Whether and to what degree the original quality of a frozen food had deteriorated before the consumer bought it was unknown in this study. If, however, it is assumed that one-half of the "high quality life" of the frozen foods had been expended before purchase, a lower percentage--but still a decided majority--of the households had used their frozen foods before that "high quality life" expired.

These findings indicate that, in the great majority of cases, household practices alone would not cause serious quality deterioration of frozen foods. However, the large percentage of households storing frozen foods at temperatures above the recommended storage temperature and the wide variability in temperature for each type of storage unit suggest the need to emphasize in consumer-education programs the need for improved temperature control or early use of frozen products.

A more complete report on the findings from the surveys is in preparation.

--Ruth Redstrom

PRESIDENT APPOINTS CONSUMER ADVISORY COUNCIL

President Kennedy in July announced the appointment of a Consumer Advisory Council. This followed the recommendation he made in his Consumer Protection Message to the Congress last April, that a Consumers' Council be formed "to examine and provide advice to the Government on issues of broad economic policy, on governmental programs protecting consumer needs, and on needed improvements in flow of consumer research material to the public." The Council will be part of the advisory structure of the President's Council of Economic Advisers, which already included business and labor advisory groups.

Dr. Helen G. Canoyer, Dean of the School of Home Economics at Cornell University, is chairman of the new 12-member Consumer Advisory Council. Other women members are: Dr. Persia Campbell, The City University of New York; Mrs. John G. Lee, National League of Women Voters; Mrs. Helen E. Nelson, California Office of Consumer Counsel; Sylvia Porter, financial columnist; and Dr. Caroline Ware, Commission for Equal Status of Women. Six men on the committee are David W. Angevine, Cooperative League; Stephen M. Du Brul, Jr., Lehman Brothers; Dr. Edward S. Lewis, Urban League of Greater New York; Walter F. Mondale, Attorney General of Minnesota; Dr. Richard L. D. Morse, Kansas State University; and Dr. Colston E. Warne, Consumers Union.

The Consumer Advisory Council held its first meeting at the White House July 19, to get organized and to discuss the problems to be tackled first. President Kennedy addressed the group, expressing the hope that the Council would serve a useful function and would become part of the governmental

structure in future administrations as well as in his. In giving his views on the Council's function he said, "I think it is our job to assist by making it difficult for those who seek to defraud, who are less concerned about safety, and who seem to exploit the private enterprise system by being less responsible. In this I think this Council is most important."

The Council is to meet several times a year to "give broad consideration to consumers' needs and points of view." It will work with the established Government agencies through special consumer representatives that have been appointed for this purpose.

WHICH FAMILY INCOME?

Figures can be very misleading when quoted without adequate explanation, even when they are from reliable sources. Figures on the incomes of U.S. families are frequently used by writers and speakers, but not always with accuracy. Sometimes this is because the persons using them don't understand the data they are quoting, and sometimes because they don't pass on enough information so their audience can understand.

Earlier this year, for example, a widely distributed newspaper reported, "Average family income in the U.S. last year rose to a new high of \$7,020 ..." This was accurate as far as it went, quoted from a report of the Office of Business Economics, U.S. Department of Commerce. ^{1/} But it did not explain that the \$7,020 was "personal" income, which means it included some nonmoney income as well as money. (See explanation below.) Because of this omission it gave the readers who think "income" means "money" (as most of them probably do) the idea that families received more dollars than they actually did. These readers will be confused when they compare this with the Census Bureau's figure on average family income in 1961, which is considerably under \$7,020. (The Census report is not yet out as this article is being written.)

The Bureau of the Census and the Office of Business Economics are both agencies of the Department of Commerce and both reliable sources of information. Each publishes figures annually on the incomes of U.S. families, but they give different figures because they base them on different concepts of the term "income" and use different kinds of averages. Here are the facts you need to know about these two sets of income figures to understand what they mean and to decide which you want to use:

^{1/} Liebenberg, Maurice and Fitzwilliams, Jeannette, "Size Distribution of Income in 1961." Survey of Current Business, pp. 9-16. April 1962.

Bureau of the Census

Income reported includes:

- Money received from all sources:

Wages and salaries (before income and social security taxes)
Net income from self-employment;
Net income from rents, boarders, and roomers;
Interest and dividends;
Transfer payments (social security benefits; pensions; unemployment benefits; public assistance; and regular contributions from persons not living in the same quarters).

The average given is the median-- i.e., the income at the middle of the entire range of incomes reported by families. Thus, half of the families had more, half less than the average.

Income figures are given for--

- Families (a family is two or more persons related by blood, marriage, or adoption and living together)
- Unrelated individuals (those living alone or with unrelated persons, except in institutions)
- Families and unrelated individuals (total of both)

Office of Business Economics

Income reported includes:

- Money received from all sources:
(As listed opposite, except that--

Wages and salaries are after social security taxes; and
Transfer payments exclude regular contributions from persons not living in the same quarters.)

- Nonmoney income, including mainly--

Wages in kind;
The value of food and fuel produced and used on farms;
Net rental value to owner-occupants of their homes.

The average given is the mean-- i.e., the aggregate of all income divided by the number of families. (Mean income is higher than median income because those at the upper end of the income scale received a larger part of total income than those at the lower end.)

Income figures are given for--

- Families (as defined opposite)
- Unattached individuals (same as the unrelated individuals defined opposite)
- Consumer units (families and unattached individuals--total of both)

The figure the OBE gives as "family income" in its annual reports on U.S. income is really the income of "consumer units" (families and unattached individuals combined). The 1961 report, for example, stated, "average family income rose to \$7,020 in 1961, a gain over 1960 of almost \$200 per consumer unit." The figure the Census Bureau gives as "family income," on the other hand, is the income of "families" only (groups of two or more related persons living together). You can get figures for corresponding groups--families, unattached individuals, or both combined--from the reports of both agencies, so you just need to know which figures you want and be sure to get the right ones.

The figures below show how average incomes of families, unrelated individuals, and consumer units differ from each other. They also show how much variation there is between the figures of the Census Bureau and the Office of Business Economics. These are all for 1960, the latest year for which data from both agencies are available at the time this article is being written.

Average income (rounded to nearest \$100)

	<u>Bureau of the Census</u>	<u>Office of Business Economics</u>
Families	\$5,600	\$7,700
Unrelated (unattached) individuals	1,700	3,200
Families and unrelated individuals (consumer units)	5,000	6,800

The Census Bureau obtains its data by interviewing a representative sample of U.S. households, and basing estimates for the U.S. on information from this sample. The OBE bases its estimates on data from business sources, such as employer wage reports under social security and records of payments to individuals by Government agencies.

If you want more information about these two income series, you can find it in the following:

U.S. Department of Commerce:

Survey of Current Business, p. 14. April 1958.

Income Distribution in the United States--A Supplement to the
Survey of Current Business, pp. 17-23. 1953.

Bureau of the Census: Current Population Reports--Consumer
Income, Series P-60, No. 37, pp. 14-19. January 1962.

--Emma G. Holmes

TEACHING FAMILIES HOW TO USE USDA-DONATED FOODS

Over 6 million needy persons are receiving food through the U.S. Department of Agriculture's family food distribution program. These people living in 47 States, Puerto Rico, the Virgin Islands, the Trust Territory of the Pacific, and the District of Columbia were the recipients of 1 billion pounds of food during the past fiscal year.

The food acquired through price support and other surplus removal programs of the Department of Agriculture has both temporary and permanent effects on the national diet. To improve the diets of families who are usually under-consumers involves more than making the food available to them, important as that is in meeting the immediate needs of hungry people. Our knowledge of nutrition and of teaching methods, which is ever increasing, challenges us to find ways to help families make the best use of the foods they receive through the Department's donation program.

The variety of food supplied by USDA, although limited, makes a significant nutritional contribution. These foods were available during the past year: Dry beans, butter, cornmeal, dried eggs, flour, lard, canned chopped meat, nonfat dry milk, rolled oats, peanut butter, canned pork and gravy, rice, and rolled wheat. In terms of food for an adequate diet the lack is fruit and vegetables. Homemakers need help in selecting foods to go with the donated foods, both from the standpoint of palatability and of nutritive value. Local eating customs, availability of food in the market, cost, and facilities in the home are carefully considered by those who develop educational programs.

State Distributing Agencies have asked many State and local, professional and lay groups to help them reach homemakers. This challenge to help many families enjoy a better diet who might not otherwise be reached has been accepted and a sizable educational program has developed.

One who is familiar with the local situation and who is known locally is usually the best person to work with homemakers. This person may be the county home demonstration agent, the home economist with the public utility firm, the school lunch manager, or a homemaker noted in the community for her practical approach to homemaking problems. Sometimes it has been the public health nurse or nutritionist, or a social worker who has helped families during home visits, at the clinic, or at the welfare office. Home economics teachers, through classes, and school lunch workers, through noon meals at school, have also influenced family use of the foods.

Orienting a program to a specific audience is basic in successful planning. Sometimes this means making the occasion a social event with a little educational activity. In one city a baking contest with awards, an exhibit of the entries, and exchange of recipes was the springboard for

greater consumption of several donated foods. Get-togethers in homes, in housing development recreation rooms, and in church social halls have been ways to bring new ideas to women who would not be apt to attend a class.

A review of what has been done around the country since the distribution of food was stepped up to carry out the President's first executive order in January 1962 brings out certain things good programs have in common. In general, success stories can be told when the programs have been fitted to local needs, when the availability of new foods has been tied to an overall program of low-cost food management, when the program plans have been geared to the specific audience, when good use has been made of mass media, and when the leader has been obviously enthusiastic about her task. All of this is possible if the leader is convinced of the need for the program, has time to develop it cooperatively with other community workers, and is well-informed about the foods distributed.

USDA has developed some educational aids to assist persons working with families receiving donated foods. They can be adapted for local use and serve as resource materials in planning programs. The materials are as follows:

Publications: Available free from your State Distributing Agency

Photo Series No. 53 -- COOKING WITH DRIED EGGS

Photo Series No. 54 -- NONFAT DRY MILK FOR NEEDY FAMILIES

PA-472 -- FAMILY MEALS AT LOW COST

AMS-313 -- SUGGESTED DEMONSTRATIONS USING DRIED WHOLE EGG
IN FAMILY MEALS

AMS-463 -- DEMONSTRATIONS FEATURING DONATED FOODS IN FAMILY MEALS

Filmstrips and Slides: Available for purchase from Photo Lab Inc.,
(including lecture notes) 3825 Georgia Ave., N.W., Washington 11, D.C.

NONFAT DRY MILK IN FAMILY MEALS. Color filmstrip, 23 frames:

Single or double - \$6. Mounted slide set - \$7.15.

DRIED EGGS IN FAMILY MEALS. Color filmstrip, 30 frames:

Single or double - \$6. Mounted slide set - \$7.50.

MAIN DISHES IN FAMILY MEALS. Color filmstrip, 22 frames:

Single or double - \$6. Mounted slide set - \$7.10.

--Margaret M. Morris

PERSONAL CONSUMPTION EXPENDITURES, 1961

U.S. Department of Commerce data show that expenditures for goods and services for personal consumption averaged \$1,840 per person in 1961. This includes the value of food and fuel produced and consumed on farms, and the rental value of owner-occupied houses. Expenditures for the various items that make up the total were:

	<u>Dollars</u>	<u>Percent</u>
Total personal consumption expenditures	1,840	100.0
Food, beverages, and tobacco	483	26.2
Clothing, accessories, and jewelry	188	10.2
Personal care	32	1.7
Housing	239	13.0
Household operation, furnishings, and equipment	258	14.0
Medical care and death expense	122	6.6
Transportation	218	11.9
Personal business (bank and legal services, interest on personal debt)	118	6.4
Recreation	112	6.1
Private education and research	28	1.5
Religious and welfare activities	27	1.5
Foreign travel and net expenditures abroad (i.e., less expenditures in United States by foreigners)	16	.9

The proportion of personal consumption expenditures going to nondurable commodities amounted to 46 percent of the total, durable commodities 13 percent, and services 41 percent.

Both dollar expenditure and percentage distribution were little changed from 1960.

Source: U.S. Department of Commerce. Survey of Current Business, p. 14.
July 1962. Current Population Reports. Series P-25, No. 252. July 19, 1962.

HAM LABELING

An amendment to the Meat Inspection Act became effective June 16, 1962, requiring that smoked hams and similar pork products which contain added moisture must be labeled so the consumer will be aware of this. The term "Water Added" must appear on the label, immediately following the name of the product and in lettering of the same size and style used in the name. Packers were to be allowed to use their old labels for 60 days after the middle of June, however, so you may not see the new ones for a while.

EXPENDITURES FOR RECREATION

Expenditures for recreation, as reported by the U.S. Department of Commerce (see article on page 13), include amounts spent for a variety of goods and services that contribute to pleasure and relaxation. The way the total expenditure is divided among these goods and services in a year reflects current consumer habits and preferences in recreation. The division changes as habits and preferences change. Changes over the years 1940-55 were discussed in the March 1957 issue of this publication (then called Rural Family Living). The present high interest in recreation prompts us to look again at the Commerce's estimates to see what changes have occurred since that time.

Between 1955 and 1961, average expenditure per person (in 1961 dollars) for all the items included in the Commerce Department's recreation list rose from \$96.50 ^{1/} to \$112.50. (See table.) It increased more, percentagewise, than per capita spending for all consumer goods and services (17 percent and 6 percent, respectively). However, recreation expenditures were about 6 percent of the amount spent per person for all consumer goods and services in both years.

Amounts spent for each of the listed items except admissions to movies and spectator sports increased between 1955 and 1961. But some increased relatively little, and took a smaller proportion of the recreation expenditure at the end than at the beginning of the period.

Television and radio sets and repairs, records, and musical instruments maintained their popularity, taking 23 cents of the per capita recreation dollar in 1961 as in 1955. Taken together, sports equipment and toys--durable and nondurable--also took 23 cents. Another combination--reading materials, made up of magazines and newspapers, books and maps--increased slightly in importance, claiming 20 percent of total recreation expenditure in 1961, up from 19 percent 6 years earlier. It was the expenditures for books and maps that caused this increase, however, for newspapers and magazines alone got a somewhat smaller share of the dollar in 1961 than before.

About 10 percent of the 1961 recreation expenditure went for admissions to movies, theater and opera, and spectator sports, such as baseball and football games. This continued the downward trend for admissions, which took 12 percent of the total in 1955. Movies alone took 9 percent that year, but only 7 percent in 1961.

^{1/} 1955 figures based on revised data for that year.

Per capita expenditures for recreation (1961 dollars)

Item	1955 <u>1/</u>	1961 <u>1/</u>	Change 1955-61 <u>2/</u>	Share of total <u>2/</u>	
				1955	1961
	Dollars	Dollars	Percent	Percent	Percent
Television and radio receivers and repair, records and musical instruments	22.50	26.00	15	23	23
Nondurable toys and sport supplies <u>3/</u>	12.50	14.50	14	13	13
Durable toys, wheel goods, sport equipment, boats and pleasure aircraft <u>3/</u>	9.50	12.00	25	10	10
Magazines, newspapers, sheet music ..	13.00	14.00	6	13	12
Books and maps	6.00	9.50	56	6	8
Admissions:					
Motion picture theaters	8.50	7.50	-10	9	7
Legitimate theater, opera, entertainment of nonprofit institutions (except athletics)	1.50	2.00	29	2	2
Spectator sports <u>4/</u>	1.50	1.50	-3	2	1
Commercial participant amusements <u>5/</u>	4.00	5.50	36	4	5
Flowers, seeds, and potted plants ...	5.00	6.00	18	5	5
Clubs and fraternal organizations <u>6/</u>	4.00	4.50	10	4	4
Parimutuel net receipts <u>7/</u>	2.50	3.00	12	3	3
Other <u>8/</u>	6.00	7.50	29	6	7
Total	96.50	112.50	17	100	100

Note: Detail may not add to totals due to rounding.

1/ Rounded to nearest \$0.50.

2/ Percentages based on unrounded figures.

3/ Games, toys, sporting, athletic and photographic goods, and unrelated products.

4/ Professional, college, and amateur sports, and race tracks.

5/ Billiards, bowling, dancing, riding, shooting, skating, swimming, golf, sightseeing, flying, and amusement devices and parks.

6/ Gross receipts less cash benefits of fraternal, patriotic, women's organizations; except insurance, and dues and fees of athletic, social, luncheon clubs, and school fraternities.

7/ Amounts wagered less amounts paid to bettors.

8/ Photographic services, collectors' net acquisitions, pets, sports' guides, camp fees, net receipts of nonvending coin machines, and other commercial amusements.

Five percent or less of recreation expenditures in 1961 went to each of the following: Commercial amusements in which the consumer takes part, like bowling, skating, and dancing; flowers, plants, and seeds; clubs and fraternal organizations; betting on horse and dog races. Of these, only the first took a bigger share of the recreation dollar in 1961 than in 1955.

The Commerce Department list does not, of course, include all the expenditures people make for recreation. For example, it does not cover spending for the use of the family car, for public transportation, for "eating out," or for foreign travel for pleasure. With these it is impossible to tell how much of the amount spent is for pleasure and how much is for business or necessity. Expenditures per person in 1961 for these items, whether for business or pleasure, were as follows: User-operated transportation \$200; purchased meals and beverages \$95; foreign travel \$13; intercity transportation (train, bus, plane) \$8.50.

Source: U.S. Department of Commerce. U.S. Income and Output. November 1958. Survey of Current Business. July 1962. Current Population Reports. Series 25, Nos. 229, 249, 252. 1962.

--Emma G. Holmes and Lucile F. Mork

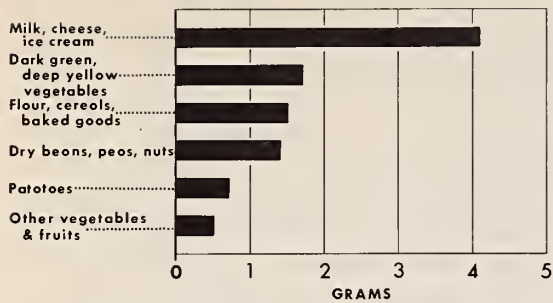
DOLLAR VALUES IN NUTRITION

In planning nutritionally adequate and satisfying meals for the family, one way to see if money is spent to best advantage is to compare the cost of the food to the return in nutrients. The charts on the opposite page show the return in specified nutrients per dollar spent for foods in selected groups.

Milk in some form is important in a food plan, as it is our best source of calcium. Milk is also an important source of protein and riboflavin. Whole grain or enriched cereal products and dry beans, peas, and nuts are good sources of the nutrients, other than ascorbic acid, in which milk is low. Meat, poultry, fish, and eggs have good supplies of the nutrients provided by cereals and legumes, but being animal products they are more expensive.

To supply ascorbic acid, citrus fruits and tomatoes are good buys. Dark-green and deep-yellow vegetables give a high return in vitamin A value for the money spent. Potatoes are an inexpensive source of several nutrients, including thiamine, iron, and ascorbic acid.

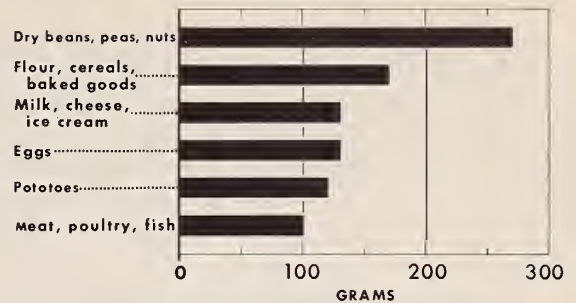
CALCIUM YIELD For One Dollar Spent



ITEMS IN FOOD GROUPS REPRESENT CHOICES MADE BY FAMILIES, SPRING 1955.
PRICES ADJUSTED TO OCTOBER, 1961.

Reg. 62(8) 5699

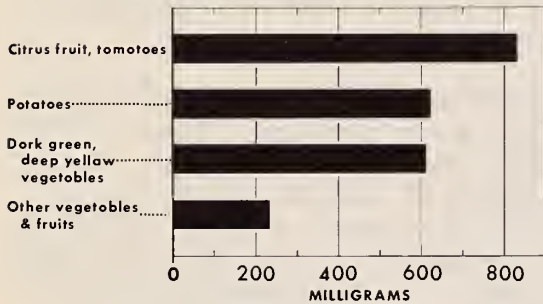
PROTEIN YIELD For One Dollar Spent



ITEMS IN FOOD GROUPS REPRESENT CHOICES MADE BY FAMILIES, SPRING 1955.
PRICES ADJUSTED TO OCTOBER, 1961.

Reg. 62(8) 5697

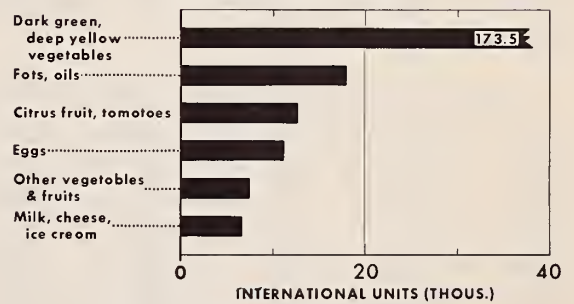
ASCORBIC ACID YIELD For One Dollar Spent



ITEMS IN FOOD GROUPS REPRESENT CHOICES MADE BY FAMILIES, SPRING 1955.
PRICES ADJUSTED TO OCTOBER, 1961.

Reg. 62(8) 5701

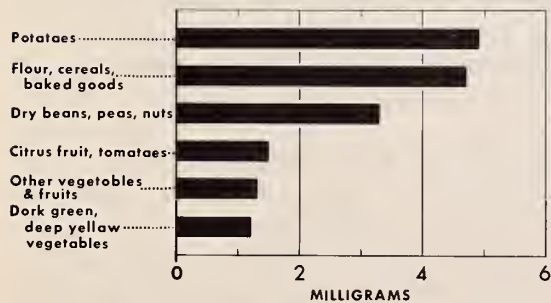
VITAMIN A YIELD For One Dollar Spent



ITEMS IN FOOD GROUPS REPRESENT CHOICES MADE BY FAMILIES, SPRING 1955.
PRICES ADJUSTED TO OCTOBER, 1961.

Reg. 62(8) 5700

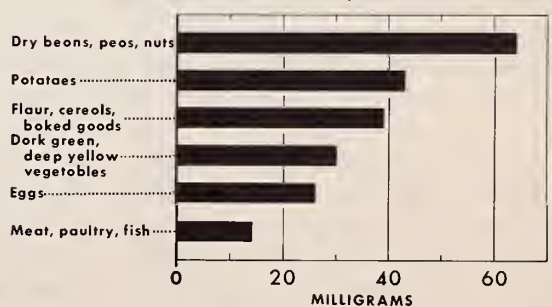
THIAMINE YIELD For One Dollar Spent



ITEMS IN FOOD GROUPS REPRESENT CHOICES MADE BY FAMILIES, SPRING 1955.
PRICES ADJUSTED TO OCTOBER, 1961.

Reg. 62(8) 5696

IRON YIELD For One Dollar Spent



ITEMS IN FOOD GROUPS REPRESENT CHOICES MADE BY FAMILIES, SPRING 1955.
PRICES ADJUSTED TO OCTOBER, 1961.

Reg. 62(8) 5698

CLOTHING EXPENDITURES OF EMPLOYED WIVES

It's a pretty safe guess that, in families where all the husbands are earning about the same amount, the wives who have jobs and paychecks of their own will spend more for clothing than those who are full-time homemakers. That this was true for wives in four Georgia cities was indicated by findings from a study of job-related expenses of working wives there. In groups of families with husbands at about the same income level, the wives with paying jobs spent about twice as much as those not employed in 1957 for certain "general wear" clothing. The list of clothing this applies to includes most of the major items in a woman's wardrobe except underwear, nightwear, and sportswear like sun and swimming suits. (See table 1.) It excludes special work clothing worn mainly or exclusively on the job, such as uniforms.

Every wife interviewed in the Georgia study made some expenditure for general wear clothing during the year. In families where the husbands had incomes under \$3,000 (after taxes), the average amount spent for this clothing by employed wives was \$137, by nonemployed wives \$62. Wives with high income husbands (\$5,000 or over) averaged \$321 when employed, compared with \$166 when full-time homemakers.

Nearly all the wives--employed and nonemployed--bought shoes and hose and had some expense for cleaning or repair of their clothing. Most of the other items were purchased by more of the women who went out to work than of those who didn't. This was especially noticeable in the two lower income groups, where a larger proportion of the job-holding wives than the full-time homemakers bought hats, handbags, umbrellas, raincoats, suits, dresses other than housedresses, and skirts and blouses. More of the nonemployed wives bought housedresses and materials for making garments at home.

The women who bought the various items listed spent more for them when they were gainfully employed, too. In the low-income group, for example, the employed wives who bought shoes spent an average of \$23, the nonemployed \$12; and the employed wives who bought hose spent \$18, the nonemployed \$6. The larger expenditures made by the working women could mean that they bought a larger number of the particular item (more pairs of shoes, for example), or that they paid more apiece for the ones they bought, or both. The larger expenditure for cleaning and repair, where rates don't vary much, indicated more of these services purchased by the working women.

The working wives' upgrading of their wardrobes was prompted in part, no doubt, by the need for more or better clothing for wear at work. Many (58 percent) of them wore street clothes on the job, which probably meant more changes, different types of garments, or more expensive ones than they would have needed as full-time homemakers. Some things, like a raincoat or a suit, may be a necessity for the woman who goes out to work, but a luxury

Table 1.--Wives making expenditures for clothing for general wear in a year, and average amount spent by those reporting, by employment status and husband's income. Four Georgia cities, 1957

Item	Employed wives			Nonemployed wives		
	Husband's income (after tax)			Husband's income (after tax)		
	Under \$3,000	\$3,000- \$4,999	\$5,000 and over	Under \$3,000	\$3,000- \$4,999	\$5,000 and over
Number of wives	74	93	19	52	76	49
Wives reporting expenditures						
	Percent	Percent	Percent	Percent	Percent	Percent
Any	100	100	100	100	100	100
Raincoats	22	19	11	4	14	16
Other coats, jackets	35	52	32	31	32	31
Suits	26	30	37	10	24	35
Housedresses	27	30	16	37	33	31
Other dresses	70	83	79	56	75	67
Skirts, blouses, sweaters	64	78	79	48	59	80
Materials	47	59	53	50	68	65
Shoes	95	99	95	94	96	94
Hose	100	99	100	90	95	98
Hats	53	61	68	15	34	71
Gloves	32	42	63	10	29	49
Handbags, purses	61	68	84	38	54	78
Umbrellas	19	22	26	4	12	20
Cleaning, repair	96	99	100	87	100	100
Average expenditure by those reporting						
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
Total	137	219	321	62	111	166
Raincoats	13	10	19	10	9	11
Other coats, jackets	33	34	48	16	25	28
Suits	37	47	51	19	28	41
Housedresses	17	32	30	15	16	23
Other dresses	28	46	100	22	31	48
Skirts, blouses, sweaters	21	39	54	12	14	20
Materials	19	24	30	9	13	19
Shoes	23	32	58	12	20	28
Hose	18	19	23	6	9	12
Hats	7	10	12	5	9	8
Gloves	3	4	6	2	3	4
Handbags, purses	7	9	12	3	7	9
Umbrellas	3	3	5	3	3	4
Cleaning, repair	18	28	41	8	13	19

for the one who spends most of her time at home. But it is undoubtedly true also that the women who were increasing the family income by earning money themselves bought some clothing just to satisfy a desire for more and better clothes--a desire most women have, but keep in check when there is only a husband's moderate income to provide for all family needs and wants.

The clothing expenses discussed so far do not include what the women who had to have special work clothing paid out for such items as uniforms, overalls, jeans, and special shoes. About a fifth of the gainfully employed wives reported expenditures for this work clothing. All of these women--40 in all--happened to have husbands in the low- or medium-income group. The average expenditure for work clothing by the 21 in the low- and 19 in the medium-income group who bought it averaged \$45. The average for all working wives was \$13 in the low and \$9 in the medium group. (See table 2.)

Table 2.--Clothing expenditures of employed and nonemployed wives, by husband's income (averages based on total wives)

Husband's income (after tax)	Employed wives			Non- employed wives	"Extra" expenditure of employed wives ^{1/}	
	General wear clothing	Special work clothing	Total clothing		General wear clothing	Total clothing
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
Under \$3,000	137	13	150	62	75	88
\$3,000-\$4,999	219	9	228	111	108	117
\$5,000 and over ...	321	--	321	166	155	155

^{1/} As compared with nonemployed wives.

For general wear clothing and special work clothing together the average expenditure of the employed wives exceeded that of the nonemployed wives by \$88 in the families with husbands earning less than \$3,000, \$117 in those with medium, and \$155 with high income husbands.

The families studied would all be considered low-to-moderate income families, at present income levels. The highest paid husband received less than \$9,000 after income taxes. The employed wives worked 1,000 hours (half time) or more during the year, their husbands full time. Forty-five percent of the working wives worked as operatives or in similar jobs, mainly in the textile mills. Twenty-five percent did clerical or sales work, 18 percent household or other service work, and 12 percent were professional or managerial workers.

--Emma G. Holmes

THE FOOD STAMP PLAN EXPANDED

The Pilot Food Stamp Program is being offered to 25 more areas in 18 States beginning in the fall, 1962. Target dates for the first sale of coupons in these areas if the State and local officials accept the offer are:

October 1: Independence County, Arkansas; Nash County, North Carolina; Multnomah County, Oregon; Luzerne County, Pennsylvania; Dickenson, Lee, and Wise Counties, Virginia; Logan, Mingo, and Wayne Counties, West Virginia. (The program will also be extended to the balance of St. Louis and Itasca Counties, Minnesota.)

November 1: Jefferson County, Alabama; Mendocino County, California; City of St. Louis, Missouri; Choctaw County, Oklahoma; Grays Harbor and Pacific Counties, Washington; and Douglas County, Wisconsin.

December 1: Vanderburgh County, Indiana; Knott County, Kentucky; Evangeline Parish, Louisiana; Lucas County, Ohio; and Grundy, Hamilton, Marion, and Sequatchie Counties, Tennessee.

The pilot program also will continue to operate next year in most of the original areas designated, that is, Franklin County, Illinois; Floyd County, Kentucky; Silver Bow County, Montana; San Miguel County, New Mexico; Fayette County, Pennsylvania; and McDowell County, West Virginia.

ESTIMATED COST OF 1 WEEK'S FOOD

The table on page 22 presents the estimated cost of 1 week's food to be prepared and served at home. The estimate is based on quantities of food in the low-cost, moderate-cost, and liberal plans. The plans are available as a leaflet--Low-Cost, Moderate-Cost, and Liberal Food Plans, HHE(Adm.)-146. The cost of food for a specific family can be estimated from the table, since costs are given for individuals of different ages.

Estimated Cost of 1 Week's Food, 1/ July 1962--U.S.A. Average

Sex-age groups	Low-cost plan	Moderate- cost plan	Liberal plan
	Dollars	Dollars	Dollars
<u>FAMILIES</u>			
Family of two, 20-34 years 2/	14.10	19.20	21.70
Family of two, 55-74 years 2/	12.60	17.30	19.40
Family of four, preschool children 3/ ..	21.10	28.00	31.90
Family of four, school children 4/	24.30	32.70	37.10
<u>INDIVIDUALS 5/</u>			
Children, under 1 year	3.10	3.90	4.20
1-3 years	3.80	4.70	5.40
4-6 years	4.50	5.80	6.80
7-9 years	5.30	6.90	7.90
10-12 years	6.20	8.30	9.50
Girls, 13-15 years	6.50	8.80	10.10
16-19 years	6.60	8.80	10.00
Boys, 13-15 years	7.10	9.70	11.10
16-19 years	8.40	11.40	12.90
Women, 20-34 years	5.60	7.70	8.60
35-54 years	5.40	7.40	8.40
55-74 years	5.10	7.00	7.90
75 years and over	4.90	6.50	7.40
Pregnant	6.90	9.00	9.90
Nursing	8.70	11.00	12.20
Men, 20-34 years	7.20	9.80	11.10
35-54 years	6.80	9.20	10.20
55-74 years	6.40	8.70	9.70
75 years and over	6.20	8.30	9.30

1/ These estimates were computed from quantities in food plans published in the October 1957 issue of Family Economics Review. Quantities for children were revised January 1959 to comply with the 1958 NRC Recommended Dietary Allowances. The cost of the food plans was first estimated by using the average price per pound of each food group paid by nonfarm survey families at three selected income levels in 1955. These prices were adjusted to current levels by use of Average Retail Prices of Food in 46 Large Cities Combined released periodically by the Bureau of Labor Statistics.

2/ Ten percent added for family size adjustment. For derivation of factor for adjustment, see September 1960 issue of Family Economics Review.

3/ Man and woman 20-34 years; children, 1-3 and 4-6 years.

4/ Man and woman 20-34 years; children, 7-9 and 10-12 years.

5/ The costs given are for individuals in 4-person families. For individuals in other size families, the following adjustments are suggested: 1-person--add 20 percent; 2-person--add 10 percent; 3-person--add 5 percent; 5-person--subtract 5 percent; 6-or-more-person--subtract 10 percent.

CONSUMER PRICES

Table 1.--Index of Prices Paid by Farmers for Commodities Used in Family Living
(1957-59 = 100)

August 1961; December 1961-August 1962

Item	Aug. 1961	Dec.	Jan. 1962	Feb.	Mar.	Apr.	May	June	July	Aug.
All commodities	101	102	102	103	103	103	103	103	103	103
Food and tobacco	--	102	--	--	103	--	--	103	--	--
Clothing	--	107	--	--	107	--	--	107	--	--
Household operation	--	104	--	--	105	--	--	105	--	--
Household furnishings	--	97	--	--	98	--	--	97	--	--
Building materials, house	--	101	--	--	101	--	--	100	--	--
Auto and auto supplies ...	--	101	--	--	101	--	--	101	--	--

Source: U.S. Department of Agriculture, Agricultural Marketing Service.

Table 2.--Consumer Price Index for City Wage-Earners and Clerical-Worker Families
(1957-59 = 100)

July 1961; November 1961-July 1962

Item	July 1961	Nov.	Dec.	Jan. 1962	Feb.	Mar.	Apr.	May	June	July
All items	104	105	104	104	105	105	105	105	105	106
Food	103	102	102	102	103	103	103	103	104	104
Apparel	102	104	104	102	102	103	103	103	103	103
Housing	104	104	104	104	105	105	105	105	105	105
Rent	104	105	105	105	105	105	105	106	106	106
Gas and electricity	108	108	108	108	108	108	108	108	108	109
Solid fuels and fuel oil	100	102	103	104	104	104	102	100	99	100
Housefurnishings	100	99	99	99	99	100	99	99	99	99
Household operation	106	106	106	106	107	107	107	107	107	108
Transportation	105	107	106	106	106	106	107	107	107	107
Medical care	112	112	112	113	113	114	114	114	114	115
Personal care	105	105	105	106	106	106	106	106	106	107
Reading and recreation ...	107	108	108	108	109	109	109	110	109	110
Other goods and services	105	105	105	105	105	105	105	105	105	106

Source: U.S. Department of Labor, Bureau of Labor Statistics.



Growth Through Agricultural Progress